

### AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for determining marketplace motivation of consumers of a product, brand or service comprising:

\_\_\_\_\_ a) \_\_\_\_\_ selecting a group representative of consumers of the product, brand or service[.,,];

\_\_\_\_\_ b) \_\_\_\_\_ conducting one or more discovery sessions with the group wherein a series of questions relative to the product or service are presented to the consumers in the group sample to elicit answers, said questions including those having intended to elicit answers with indirect relevance to the product or service, the answers selected from a group comprising visual images, metaphors and/or analogies; ~~having no direct relevance to the product or service,~~

\_\_\_\_\_ c) \_\_\_\_\_ ~~collecting~~recording at least portions of the responses to said answers~~questions~~ into a first database[.,,];

\_\_\_\_\_ d) \_\_\_\_\_ ~~evaluating thereafter each answer relative to the product, brand or service to derive possible meanings of each answer, and collecting from the group possible meanings of portions of the responses in the first database, the collected meanings being meanings relevant to marketplace motivations of said consumers;~~

\_\_\_\_\_ e) \_\_\_\_\_ recording said meanings into a ~~further~~second database[.,,];

\_\_\_\_\_ f) \_\_\_\_\_ ~~thereafter forming separate a first set of subgroups of the group, for each subgroup separately analyzing a portion of the derived~~collected meanings;

\_\_\_\_\_ g) \_\_\_\_\_ ~~to synthesize~~collecting from the subgroups in the first set a plurality of derived meanings into a pattern patterns or ~~theme~~ themes in a portion of the collected meanings, the patterns or themes being relative to the product or service [.,,];

\_\_\_\_\_ h) \_\_\_\_\_ ~~thereafter creating~~forming a second set of subgroups from the original group[.,,];

\_\_\_\_\_ i) \_\_\_\_\_ ~~with and collecting from said new second set of subgroups further synthesizing the derived meanings into~~ meanings relative to marketplace motivations of the consumers of the product or service of portions of themes collected from a subgroup in the first plurality of subgroups.

2. (Currently Amended) A method of determining marketplace motivations of consumers by evaluating consumer ~~their~~ language and semiotics comprising:  
~~selecting a representative group of consumers of an item to be evaluated;~~

~~\_\_\_\_\_ a) \_\_\_\_\_ obtain~~ obtaining from the a representative group of consumers of an item to be evaluated group information indirectly associated with the item, the information ~~selected from a group~~ comprising visual images, metaphors and/or analogies[[,]]

~~collecting the information into a database;~~

~~\_\_\_\_\_ b) \_\_\_\_\_ analyzing the information in respect to its relevance to the item, to derive~~obtaining from the group possible derived meanings of the information relevant to the item, and  
~~collecting said derived meanings in a further database;~~

~~\_\_\_\_\_ c) \_\_\_\_\_ separately analyzing segments of said further database to synthesize~~obtaining from at least a first portion of the group patterns or themes relative to the item in at least a portion of the derived meanings;[[,]]

~~\_\_\_\_\_ d) \_\_\_\_\_ separately synthesizing~~ obtaining from a second portion of the group further derived meanings relative to the item using separate groups of derived meanings of said further databasethe patterns or themes;[[,]] and

~~\_\_\_\_\_ e) \_\_\_\_\_ thereafter determining from said separately~~further derived meanings motivations of the consumers relative to the item.

3. (Currently Amended) A method of determining motivation of consumer interest in an item by evaluating consumer ~~their~~ language and/or semiotics, the method comprising:

~~\_\_\_\_\_ a) \_\_\_\_\_ a step for~~ using three process theory techniques to solicit nuggets in the form of visual images and metaphors from a group of individuals;[[,]]

~~\_\_\_\_\_ b) \_\_\_\_\_ a step for then~~ evaluating the derived nuggets using word association, metaphors, analogies and/or absurd and irrelevant connections to derive one or more geodeses[[,]]; and

~~\_\_\_\_\_ c) \_\_\_\_\_ a step for~~ analyzing the geodes as they relate to the item of interest using the comparisons with other data combinations of geodes and encoded messages to hypothesize reasons consumers may be motivated as they appear to be relative to the item in question.

4. (Currently Amended) A method as set forth in claim ~~[[1]]~~3 wherein the ~~consumers are evaluated~~steps a), b) and c) comprise using a focus group and facilitator.

5. (Currently Amended) A method as set forth in claim 4 wherein step a) the ~~solicitations of soliciting~~ nuggets involves the facilitator asking questions that ~~are selected from a group of questions that are provocative, raise provocative notions, do not have direct relevance to the item of interest, and have analogous and~~ have indirect relevance to the item of interest.

6. (Currently Amended) A method as set forth in claim ~~[[5]]~~1 wherein ~~answers to questions are recorded~~recording at least portions of the responses comprises recording portions without editorializing or paraphrasing the ~~response~~portions.

7. (Currently Amended) A method as set forth in claim 5 wherein the ~~evaluation of the step b)~~ for evaluating nuggets ~~further involves steps selected from the group~~ comprises ~~comprising~~ drawing pictures, creating collages, role playing, and posing paradoxes.

8. (Currently Amended) A method as set forth in claim ~~[[1]]~~3 wherein the step c) for analyzing the geodes involves the step for synthesizing and converging existing geodes into outsights of new patterns and combinations of terms having relevance to the item in question.

9. (Currently Amended) A method as set forth in claim 8 wherein the method further comprises:

the step for synthesizing the ~~outsights are further synthesized~~ to achieve a rational or meaning more directly relating the previously defined outsight into an insight directly relevant to consumer interest in the item.

10. (New) The method of claim 1 wherein recording responses in a first database comprises recording responses in a computer database.

11. (New) The method of claim 1 wherein recording responses in a first database comprises recording responses on a paper database.